



CHICAGO EVENT DECK 2022

STRATEGIC INITIATIVES
AND PARTNERSHIPS



DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS

DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS

The Department of Cultural Affairs and Special Events (DCASE) is dedicated to enriching Chicago's artistic vitality and cultural vibrancy. Annually, we produce 2,000 free-admission cultural programs including some of Chicago's largest and most iconic events including Taste of Chicago, the Chicago Air & Water Show and the Chicago Blues Festival. DCASE's extensive inventory of events and programs reaches across all demographic interests and draws an estimated 25 million guests per year. A snapshot of DCASE services:

- The Permits Division facilitates over 700 neighborhood festivals, sporting competitions and special events.
- The Film Division leads the city's effort to attract and enhance the production of feature films, television series, commercials, commentaries and all forms of local screen entertainment.
- The Cultural Grants Program awards millions of dollars to artists and arts organizations in support of cultural activations and programming.
- DCASE manages the Chicago City Markets, a program that brings over 80+ farmers and vendors to markets across the City. A favorite is Maxwell Street Market, a weekly community gathering spot for bargain hunters and foodies.
- The Public Art Division administers the Chicago Public Art Collection which includes more than 500 works of art exhibited in over 150 municipal facilities around the city, such as police stations, libraries and CTA stations.



PARTNERSHIPS DIVISION

The Partnerships Division is a marketing solutions powerhouse that helps brands create and deliver partnership opportunities that engage, influence, and motivate consumers.

Contact:
312.744.9217
chicagopartnerships@cityofchicago.org

Let Us Help You:

- Connect to consumers in meaningful and authentic ways
- Customize sponsorship packages that meet your specific needs, goals and budget
- Access world-class venues such as Millennium Park and Chicago Cultural Center
- Launch new products and campaigns in the lucrative Chicago market
- Navigate through complex city requirements and regulations



VENUES

MILLENNIUM PARK

Millennium Park is the #1 tourist attraction in Chicago, drawing an estimated 20 million visitors per year.

The park boasts a state-of-the-art sound system, retractable big screen, fixed seating for 4,000 and an expansive lawn to accommodate tens of thousands more.

OPERATIONAL CONSIDERATIONS

All activations are on pavement. Available, but limited water source areas. Generators are not allowed. Shore power is available. Additional charges for security, electricity and maintenance, if needed. Convenient parking garage located underneath the park.

GRANT PARK

With Buckingham Fountain as a centerpiece and beautiful Lake Michigan as a backdrop, Grant Park is one of the most visited sites in Chicago.

OPERATIONAL CONSIDERATIONS

Power provided by generators. Large, grassy areas available. Garage parking nearby; oversized vehicle parking located a few miles away.

NORTH AVENUE BEACH

OPERATIONAL CONSIDERATIONS

North Avenue Beach is “show central.” Most activations are on sand. Level, paved and grassy sections available in certain areas. Generator power available if prearranged.

There is no on-site parking; closest lot is at Lincoln Park Zoo about a quarter mile away. Oversized vehicle parking located a few miles away.

CHICAGO CULTURAL CENTER

Known as “The People’s Palace,” The Chicago Cultural Center is an historical and architectural gem that offers free arts & cultural programming. Ideally located along Michigan Avenue and across the street from Millennium Park’s main entrance, it has incredible built-in foot traffic. Smaller activations work well in this highly visible location.

OPERATIONAL CONSIDERATIONS

Walkway must be kept clear at all times. Maximum activation size is a 10’ x 20’ space.

HOME OF:

Chicago House Music Festival
Millennium Park Music Series
Millennium Park Film Series
Chicago Gospel Music Festival
Chicago Blues Festival
Chicago Jazz Festival

HOME OF:

Taste of Chicago
Chicago SummerDance

HOME OF:

Chicago Air & Water Show

HOME OF:

world class art exhibitions
and performances

MILLENNIUM PARK

YEAR-ROUND OPPORTUNITIES

Millennium Park is a popular gathering spot in the heart of Chicago. As the City’s top cultural destination, it draws extensive foot traffic throughout the year and is the ideal location for high-profile brand activations and high-volume sampling.

The park is available for activations year-round, offering brands increased scheduling flexibility and footprint options. The park can accommodate activations up to 15,000 square feet.

To increase brand visibility, maximize budget and extend audience reach, consider sponsoring a DCASE-produced event that already takes place in Millennium Park. Integrate your brand with the considerable marketing and promotions that support the following events:

- June 4 **Chicago Gospel Music Festival**
- June 9–12 **Chicago Blues Festival**
- June 20–August 18 **Millennium Park Summer Music Series**
- Tuesdays, July 12–August 30 **Millennium Park Film Series**
- September 1–4 **Chicago Jazz Festival**
- September 16 **Chicago House Music Festival**
- September 17 **SummerDance Celebration**
- November 2022–mid March 2023 **Chicago Holidays**

Millennium Park

SPONSORSHIP OPPORTUNITIES

Space Only Sponsor starting at \$7,500 per day

AUDIENCE PROFILE (2019)

Local Resident (42%), International Visitor (14%), 26–34 years old (25%), Single (49%), \$60,000–\$79,000 (18%), Female (58%), Caucasian (55%), African American (35%), and Hispanic (18%)



MILLENNIUM PARK MUSIC SERIES

MONDAYS & THURSDAYS JUNE 20–AUGUST 18

The Millennium Park Summer Music Series features 10 free concerts, showcasing a broad spectrum of genre-defying musicians—both established and emerging. The series has re-calibrated to elevate the caliber of musical acts, allow for an increased focus on local musicians and support free, special programs with internationally renowned artists such as Yo-Yo Ma, Nick Cave and Kahil El’Zabar.

The concerts attract hundreds of music enthusiasts as they spread out a picnic and enjoy world-class performances at Millennium Park.

Millennium Park

**SPONSORSHIP
OPPORTUNITIES**
Presenting Series Sponsor
\$50,000
Space Only Sponsor
starting at \$5,000 per day

MILLENNIUM PARK FILM SERIES

TUESDAYS, JULY 12–AUGUST 30

This popular summer program attracts thousands to spread out a picnic and enjoy free movies under the stars.

Each film begins at 6:30pm and is specially curated to appeal to a wide audience. Crowds frequently near capacity and arrive early to set up, plenty of time to engage an eager audience as they wait for movies to begin. Thematic pre-programming such as character appearances, movie props and sing-alongs add to the fun.

- The Presenting Series Sponsorship offers a potential eight (8) days of exposure and activation opportunities at Millennium Park, Chicago's most iconic venue and the #1 tourist attraction in the Midwest.
- The Film Night Sponsorship offers a brand “ownership” for the night and countless possibilities for creative, thematic promotions (i.e. a candy sponsor for Willy Wonka).
- An opportunity to run a :30 spot on the big screen before the film is an ideal option for brands who can't be onsite but still have maximum exposure
- Sponsors are encouraged to bring creative activations to further enhance the audience experience.

Millennium Park

**SPONSORSHIP
OPPORTUNITIES**
Presenting Series Sponsor
\$50,000
Film Night Sponsor
\$15,000 per day
Space Only Sponsor starting at
\$7,500 per day



CHICAGO CULTURAL CENTER

YEAR-ROUND OPPORTUNITIES

Known as “The People’s Palace,” The Chicago Cultural Center is an historical and architectural gem that offers free arts & cultural programming. Ideally located along Michigan Avenue and across the street from Millennium Park’s main entrance, it has incredible built-in foot traffic. Smaller activations work well in this highly-visible location.

Activations begin at 8am and can extend to 6pm to maximize promotional opportunities. No amplified sound is allowed. The building entrance and sidewalk must be kept clear at all times.

78 E. Washington St.

SPONSORSHIP OPPORTUNITIES

Space Only Sponsor starting at \$5,000 per day

AUDIENCE PROFILE

The venue attracts guests of all ages, ethnic and economic levels.

CHICAGO CITY MARKETS

APRIL-DECEMBER

The Chicago City Markets sell fresh fruits, vegetables, plants and flowers from more than 80 vendors at locations across Chicago, including the longest running farmers market at Daley Plaza and the historic Maxwell Street Market. There are 8 markets throughout the city providing an impressive 9-months of promotional opportunities.

The **Daley Plaza Farmers Market** is the largest of the markets. Held every Thursday from May 7 – October 29, it offers 25 possible promotional days. It’s central location in Chicago’s business district attracts significant foot traffic and is a popular lunchtime destination.

Various locations throughout the city

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$75,000
Space Only Sponsor starting at \$5,000 per day at Daley Plaza

AUDIENCE PROFILE

This event appeals to all ages, ethnic and economic levels.



MAXWELL STREET MARKET

SUNDAYS

For more than 100 years, the **Maxwell Street Market** has thrived as one of the oldest open-air markets in the nation offering an eclectic assortment of handmade crafts, resale housewares and clothing. The Market is open every Sunday, April 3 to December 18 from 9am – 3pm.

The legendary market has also evolved into a “foodie” mecca that serves some of the City’s tastiest street food. Family-friendly live entertainment and special programming on select dates draw larger than normal attendance that maximize visitor engagement.

- Special programming dates:
- June 5 **Blues Music Celebration**
 - June 19 **Juneteenth Celebration**
 - July 3 **House Music Celebration**
 - July 24 **Chicago SummerDance Pop Up**
 - September 4 **Jazz Music Celebration**
 - October 30 **Halloween/Día de los Muertos Celebration**

800 S. Desplaines St.

SPONSORSHIP OPPORTUNITIES
Space Only Sponsor starting at \$3,000 per day at Maxwell Street Market

AUDIENCE PROFILE (2019)
Chicagoan (65%), 35–44 years old (28%), Married (53%), \$40,000–\$79,999 (36%), Male (57%), Caucasian (43%), African American (31%) and Hispanic (26%)

CHICAGO HOUSE MUSIC FESTIVAL

SEPTEMBER 16

The Chicago House Experience is high energy, fast paced and a Chicago original! The event features DJs and live performances showcasing the various sounds and styles of house music, the genre born in Chicago that has gone on to revolutionize dance music internationally.

Partnerships with local music venues and community organizations expand programming and brand visibility throughout the city. These events celebrate Chicago House Music – a truly original genre created in the city during the 1980s. The form takes its name from an old Chicago night club called The Warehouse, where resident DJ Frankie Knuckles mixed old disco classics, Euro-pop and electronic beats into a high-energy amalgamation.

Millennium Park & other citywide locations

SPONSORSHIP OPPORTUNITIES
Presenting Sponsor \$30,000
Space Only Sponsor starting at \$7,500

AUDIENCE PROFILE (2019)
Chicagoan (59%), 26-34 years old (33%), Single (54%), \$40,000-\$59,999 (29%), Female (57%), Caucasian (41%), African American (40%) and Hispanic (18%)



CHICAGO GOSPEL MUSIC FESTIVAL

JUNE 4

Celebrating the great influence of the music genre born in this city more than 80 years ago, the Chicago Gospel Music Festival presents the top gospel artists from Chicago and across the country. Over the years, the festival has featured traditional choirs to contemporary urban gospel mixed with hip-hop and house music.

Former headliners include Jonathan Mcreynolds, Donald Lawrence, Tye Tribbett, Israel and New Breed, Queen of Gospel Music - Albertina Walker and Shirley Caesar, The Canton Spirituals, Yolanda Adams, The Winans and the Spirituals QC's.

The festival partners with several community organizations to schedule programs and activities throughout Chicago's diverse neighborhoods.

Millennium Park

SPONSORSHIP OPPORTUNITIES
Presenting Sponsor \$30,000
Space Only Sponsor starting at \$7,500

AUDIENCE PROFILE (2019)
Chicagoan (43%), 26-34 years old (33%), Single (58%), \$40,000-\$59,999 (25%), Female (67%), African American (47%), Caucasian (39%) and Hispanic (12%)

CHICAGO BLUES FESTIVAL

JUNE 9-12

The Chicago Blues Festival is a 4-day celebration featuring the live music performances of national, international and local artists celebrating the city's rich Blues tradition while shining a spotlight on the genre's contributions to soul, R&B, gospel, rock, hip hop, rap and more.

As the "Blues Capital of the World," Chicago has hosted Blues musical legends including Ray Charles, Buddy Guy, Chuck Berry, B.B. King, Koko Taylor, Etta James, Mavis Staples, Dr. John, Bettye LaVette, Keith Richards and Stevie Ray Vaughan.

Partnerships with community organizations provide additional activation opportunities in historic Blues neighborhoods.

Millennium Park

SPONSORSHIP OPPORTUNITIES
Presenting Sponsor \$125,000
Side Stage Sponsor \$40,000
Space Only Sponsor starting at \$10,000

AUDIENCE PROFILE (2019)
Chicagoan (40%), 26-34 and 55-64 years old (23%), Single (48%), \$40,000-\$59,999 (23%), Female (50%), Caucasian (56%), African American (30%) and Hispanic (11%)



TASTE OF CHICAGO

JULY 8-10

Taste of Chicago returns this year with food and music pop-ups in three Chicago neighborhoods and a new, bite-sized version of the classic lakefront extravaganza that showcases an estimated 30-40 eateries, food trucks and evening concerts.

Taste of Chicago is THE promotional destination for brands looking to do high-volume activations, grow brand visibility or launch a new product in the lucrative Chicago market. A cultural experience for all your senses, Taste of Chicago is the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining scene. Live music, popular beverage areas, family friendly programming and performances all add to the fun.

Three community events located in south and west side neighborhoods help to extend brand reach and provide additional promotional opportunities in other areas of the city.

If you're looking to partner with a high-profile brand, make a big splash in the Chicago market, reach a large audience, and align with the city's favorite summer event...the Presenting Sponsorship package offers it all!

Grant Park

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$250,000
Space Only Sponsor starting at \$15,000

AUDIENCE PROFILE (2019)
Chicagoan (42%), 26-44 years old (46%), Single (57%), \$40,000-\$59,999 (23%), Female (67%), African American (47%), Caucasian (39%) and Hispanic (12%)

SPONSORSHIP OPPORTUNITIES

WINE GARDEN TITLE SPONSOR | SPIRIT LOUNGE TITLE SPONSOR | BEER HALL TITLE SPONSOR located on beautiful Buckingham Fountain Plaza, these properties are highly-visible and attract extensive foot traffic. Each 40' x 60' space is a blank canvas ready for creative branding. Sponsor-provided programming (live music, DJ's, games, etc.) add to the fun atmosphere.

DINING TENTS TITLE SPONSOR - three (3) separate 20' x 40' tents throughout the event provide multiple branding opportunities and touch points to engage festival goers.

SPACE ONLY SPONSOR sometimes all you need is space to do your own thing. Pricing starts at \$15,000 for a 10' x 10' space. Final cost is determined by total footprint required.

TITLE SPONSORSHIP OPPORTUNITIES

Wine Garden \$50,000
Spirits Lounge \$50,000
Beer Hall \$50,000
Dining Tents \$40,000



CHICAGO SUMMERDANCE

JULY 6–SEPTEMBER 17

2022 has been designated as the Year of Chicago Dance, a year-long citywide celebration that will include dance performances, social dancing, and special events throughout the city. A highlight of Year of Chicago Dance is SummerDance, a 27-day program that brings the dance floor throughout Chicago.

Spirit of Music Garden in Grant Park
August 11—20 Thursday–Saturday
August 25 & 26 Thursday & Friday

The Spirit of Music Garden is transformed into a lively gathering spot for guests to enjoy dancing “under the stars.” Dancers of all ages and skill levels are invited to take part in introductory, one-hour dance lessons by professional instructors followed by live music and dancing. Nightly programs feature live bands and DJs that attract capacity crowds for evenings dedicated to salsa, steppin’, swing and house music among the diverse music and dance styles from all corners of the globe.

Several partnerships with other DCASE events and with the Chicago Park District provides extended brand reach and audience engagement throughout Chicago neighborhoods.

**Spirit of Music Garden
in Grant Park, Millennium
Park & other city venues**

**SPONSORSHIP
OPPORTUNITIES**
Presenting Sponsor \$100,000
Space Only Sponsor starting at
\$5,000 per day

AUDIENCE PROFILE (2019)
Chicagoans (63%), 26-44 years
old (44%), Single (49%), \$40,000
- \$59,999 (22%), Female (66%),
Hispanic (37%), Caucasian (28%)
and African American (25%)

Neighborhood Pop Up
Pullman Neighborhood June 18

In collaboration with Taste of Chicago, the SummerDance dance floor returns to the Pullman neighborhood for a truly local celebration.

Night Out In The Parks
Parks throughout Chicago July 6 – September 14 (11 Wednesdays)

In partnership with the Chicago Park District, SummerDance is presented throughout Chicago’s 77 neighborhoods including at the following park locations:

Ada Park (Morgan Park)
Davis Square Park (Back of the Yards)
Willye White Park (Rogers Park)
Douglass Park (North Lawndale)
Humboldt Park (Humboldt Park)
Jackson Park (Hyde Park, Woodlawn)

Levin Park (Austin)
Ogden Park (Englewood)
Palmer Park (Roseland)
Portage Park (Portage Park)
Welles Park (Lincoln Square)

Taste of Chicago Pop Up
Grant Park July 8–10

The SummerDance party joins Chicago’s favorite summer event.

SummerDance Celebration
Millennium Park September 17

Coinciding with the National Day of Dance, the event culminates in Millennium Park with SummerDance Celebration, a full day of interactive programs and professional performances throughout the park. The diverse lineup showcases dance styles from all corners of the globe. DJ’s, dance instructions, competitions and performances offer “mass appeal” programming that draws an audience as diverse as the music and dance.

Markets Pop-Up
Maxwell Street Market July 24

SummerDance brings the fun and energy of music and dancing to Chicago’s iconic Maxwell Street Market



CHICAGO AIR & WATER SHOW

AUGUST 20 & 21

Featuring military and civilian flight aerobatics, historic aircraft, simulated water rescues and parachute teams, the event is one of the largest and longest- running free admission events of its kind.

Headlining the 2022 show is the acclaimed U.S. Navy Blue Angels. Several military and civilian acts round out the program.

EVENT HIGHLIGHTS

- Ideal event for high-volume sampling
- A full run rehearsal show on August 19 draws a sizable crowd and provides a bonus day for brand activations
- Boasting an extensive footprint along Chicago's famed lakefront, the beach-based event can easily accommodate large activations

North Avenue Beach

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$400,000

Show Sponsor \$125,000

Space Only Sponsor starting at \$15,000

AUDIENCE PROFILE (2019)
Chicagoan (64%), 26-34 years old (25%), Single (54%), \$40,000-\$59,999 (15%), Male (53%), Caucasian (41%), African American (35%) and Hispanic (15%)

CHICAGO JAZZ FESTIVAL

SEPTEMBER 1-4

A Chicago favorite, the world-class Chicago Jazz Festival showcases live performances by Chicago's vast jazz talent alongside national and international jazz legends and artists. The event is the most extensive free jazz festival in the world and has hosted renowned international artists such as Gregory Porter, Dee Dee Bridgewater, Ramsey Lewis, Jason Moran, Dianne Reeves, Roy Haynes, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock, Miguel Zenón and many more.

- The Chicago Jazz Festival has evolved into a citywide celebration that includes dozens of jazz programs scheduled throughout the city's robust jazz club scene leading up to the performances held at Millennium Park.
- Pre-festival events, such as jazz films, photo exhibits and community concerts provide different levels of brand exposure throughout the Chicago.

Millennium Park & Chicago Cultural Center

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$100,000

Side Stage Sponsor \$25,000

Space Only Sponsor starting at \$8,500

AUDIENCE PROFILE (2019)
Chicagoan (41%), 55-64 years old (23%), Married (47%), \$40,000-\$59,999 (18%), Male (51%), Caucasian (49%), African American (38%) and Hispanic (8%)



CHICAGO HOLIDAYS

NOVEMBER 2022–MARCH 2023

The holiday season in Chicago is nothing short of magical. Tourists and locals alike flock to Millennium Park to enjoy the many free activities that make it the epicenter for winter fun in the city. The program offers over 4 months of possible brand exposure!

- The annual **Tree Lighting Ceremony** is a beloved tradition that marks the beginning of Chicago's holiday season and receives extensive media coverage as the mayor and special guests “flip the switch.”
- Located along Michigan Avenue, the **McCormick Tribune Ice Rink** is a popular attraction that draws more than 100,000 skaters annually and is open to the public from mid-November 2022 to early March 2023.
- **Holiday Sing Along** brings hundreds of celebrants to “The Bean” as local choral groups perform classic holiday carols on select dates throughout the season.
- **Art Market** hundreds of shoppers visit the indoor market in search of the perfect handmade gift from dozens of local artists.

Millennium Park & Chicago Cultural Center

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor Tree Lighting \$100,00
Presenting Sponsor Ice Skating \$100,000
Space Only Sponsor starting at \$7,500 per day

A PARTNERSHIP focused on your goals

BRAND AWARENESS

Promote your brand at high profile city events that draw massive crowds

CONSUMER ENGAGEMENT

Reach consumers of all ages, ethnic and economic backgrounds throughout Chicago

DIGITAL PROMOTION

Connect to our extensive social media platforms

MARKETING

Integrate with large scale, market-wide campaigns to enhance brand awareness

EXPERT PRODUCTION

Partner with a dedicated team of event professionals committed to a successful partnership

STEWARDSHIP

Let us be advocates of your needs and provide focused management of your resources





THANK YOU!

Contact:
Partnerships Division
Department of Cultural Affairs and Special Events
78 E Washington St. Suite 400
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312-744-9217



DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS

2022 DATE CARD*

SUNDAYS
APRIL 3-
DECEMBER 18

MAXWELL STREET MARKET

CHICAGO CITY MARKETS

MAY 7-OCTOBER 29

TUESDAYS
JULY 12-AUGUST 30

MILLENNIUM PARK FILM SERIES

CHICAGO GOSPEL MUSIC

SATURDAY
JUNE 4

THURSDAY-SUNDAY
JUNE 9-12

CHICAGO BLUES

MILLENNIUM PARK MUSIC SERIES

MONDAYS & THURSDAYS
JUNE 20-AUGUST 18

JULY 6-SEPTEMBER 17

CHICAGO SUMMERDANCE

TASTE OF CHICAGO

FRIDAY-SUNDAY
JULY 8-10

SATURDAY & SUNDAY
AUGUST 20 & 21

CHICAGO AIR & WATER SHOW

YEAR OF CHICAGO DANCE CONCERT

SATURDAY
AUGUST 27

THURSDAY-SUNDAY
SEPTEMBER 1-4

CHICAGO JAZZ

CHICAGO HOUSE MUSIC

FRIDAY
SEPTEMBER 16

SATURDAY
SEPTEMBER 17

SUMMERDANCE CELEBRATION

CHICAGO HOLIDAYS

NOVEMBER 2022-
MARCH 2023

*DATES SUBJECT TO CHANGE